

1.94
Ad 45 Bu
cup 1

0
Unintelligible

1.94
Ad 45 Bu
JUL 9 1940

10/27

BUILD YOUR OWN *Exhibit*



**20
EASY-TO-BUILD
EXHIBITS
For
FAIRS
WINDOWS
MEETINGS**

AGRICULTURAL ADJUSTMENT ADMINISTRATION
U.S. DEPARTMENT OF AGRICULTURE

BUILD YOUR OWN EXHIBIT

Because local exhibits can be aimed at specific local problems, the things of most interest to your community or county, they are likely to be more effective than state or national exhibits. Information provided by local farmers has a greater appeal and is more convincing than data from some experiment station in a neighboring state.

The first step in building your exhibit is to decide what you want to show. Then get the data, simplify it down to a few related elements, shape them into terse, clear-as-crystal statements. Remember, local data is best, local figures on participation, buying power, income, loans, kinds of practices, results obtained through practices, allotments, crop insurance, etc.

The second step is to decide on the best way to display your data. Here, it is a good idea to use some inexpensive form of action, such as a flasher light or turntable; plenty of gay color; neat lettering; photographic enlargements; cutouts; cards on which is lettered "Ask Questions"; and, most important of all, actual objects such as corn, wheat, cotton, legumes, lime, phosphate, soil, etc. Among the many materials obtainable for use in your exhibit are colored cardboards and papers, cutout letters, mouldings, animating and lighting gadgets, composition boards, plywoods, and toys. The last few pages of this booklet will help you locate supply sources. In addition to this material a poster background, shown on the next page, is available for use in locally built exhibits. It is 3'6" x 10', is lithographed in three colors, and may be obtained from your state AAA office.

The third step is to service your exhibit. Members of your community or county committee will want to be at the exhibit to meet people, explain and elaborate on the data in the exhibit, answer questions, and distribute circulars.

The sketches on the following pages are for center features that might be built for local exhibits. They should, of course, be modified to fit your conditions. On each side of the center feature should be displays illustrating local phases of the program.

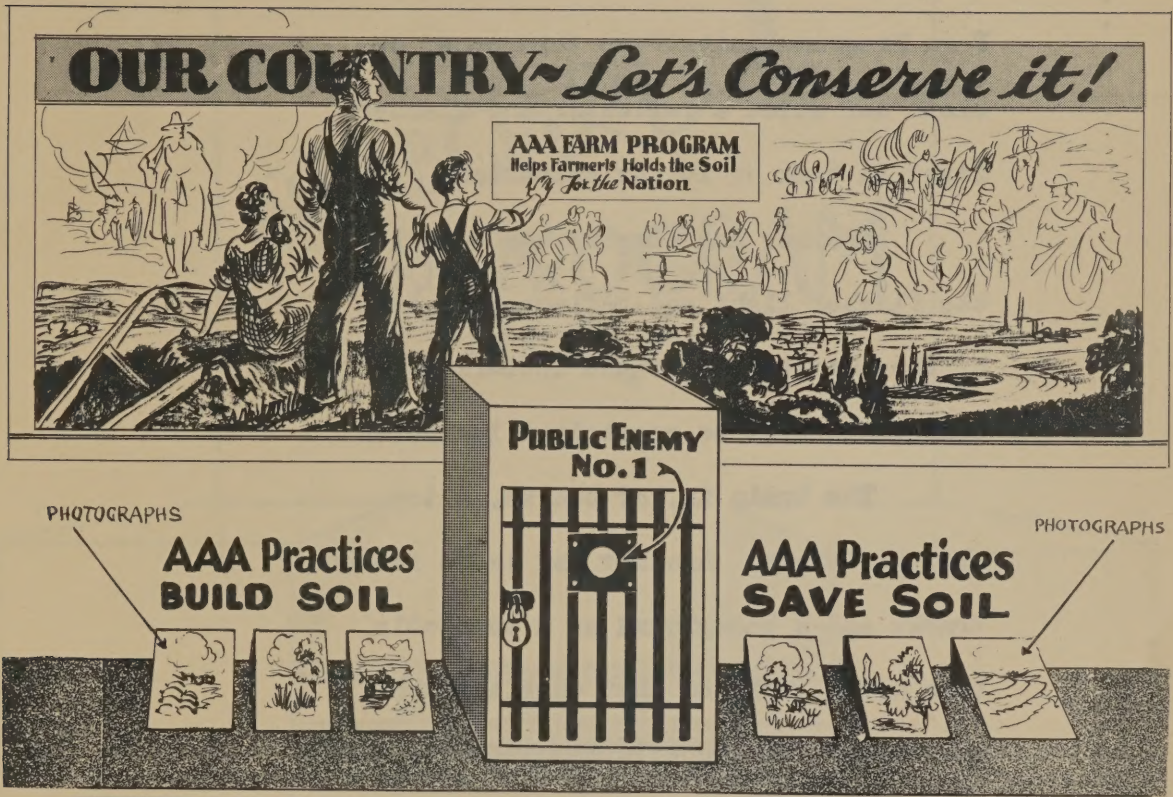
PUBLIC ENEMY NO. I

The box in the center might be a large corrugated cardboard or wooden box covered with colored paper. The bars can be painted on the box or made out of half rounds nailed to pieces of lathe, cardboard strips could also be used. Aluminum paint could be used to give a metallic effect. A real lock might be fastened on just for the sake of realism.

Box should be mounted so that the hole will be at eye level, which is 5'2" for the average person. Place a box on the floor to help out the little fellows.

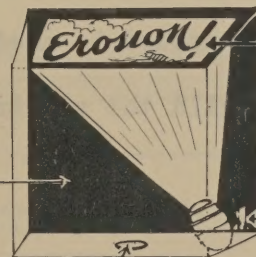
Brightly colored background of cardboard or composition board would prove effective if the AAA poster background is not used. A spot light or a 300 watt bulb with a reflector would help attract more attention to the box. Inside, a 75 watt bulb should do the trick. It would be best to use a dull or mat print of the erosion picture as these are easier to letter on and will not reflect as much light.

The poster background in this exhibit is 3'6" x 10' is lithographed in three colors and may be obtained from the state AAA office. It can, of course, be used in many other exhibits and as a background for window displays.



INSIDE WALLS PAINTED
BLACK

PEEP HOLE



View from ABOVE
with top removed

LARGE PHOTOGRAPH
OF BADLY ERODED
LAND MOUNTED ON
INSIDE OF BOX. WORD
'Erosion' WRITTEN
ACROSS IT IN RED.

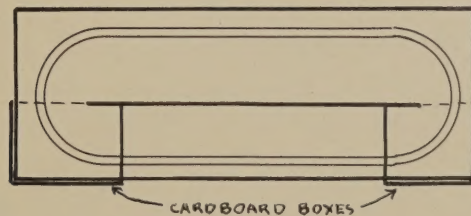
SPOT LIGHT MOUNTED ON
SIDE OR BOTTOM
ILLUMINATES PHOTO

ALL ABOARD FARM PROGRAM LIMITED

Use colored cardboard for background. Letter the phrase "All Aboard Farm Program Limited" on thin paper or cloth and stick a reflector and flasher light in back of it for animation.

Another and simpler way -- put the flasher light and reflector in back of the cutout so that the lettering on background will be properly illuminated.

The train is, of course, a toy electric train. Another way is to fasten tracks and a background on a turntable, then mount train so that wheels touch the track. If properly mounted, the train will remain stationary, wheels will revolve, tracks and background will fly past. If this method is used it would be best to build the set in a large box.



- (1) - AAA
- (2) - Conservation
- (3) - Crop Ins.
- (4) - Crop Loans
- (5) - Acreage Adjustment
- (6) - To A Balanced Agriculture

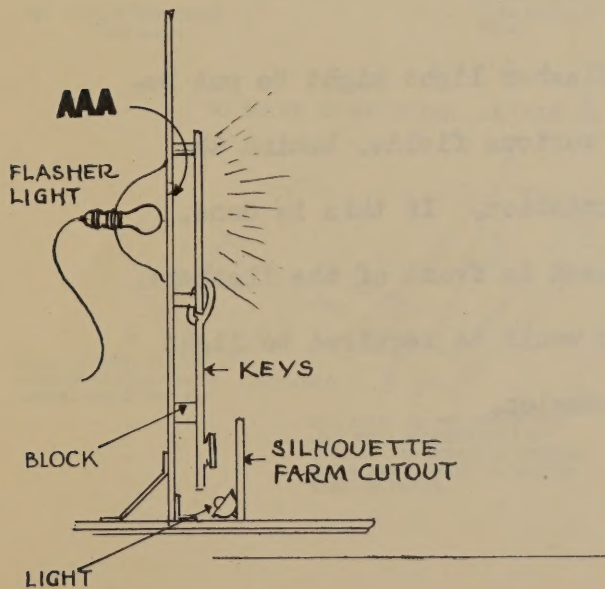
3 KEYS TO BETTER FARMING -- USE THEM!

Make the key ring out of painted hose, rope, a bicycle tire or toy wagon tire. Keys can be made out of plywood, composition board, or cardboard glued to small blocks which can be glued to the background.

The silhouette at the bottom, can of course, be simplified down to a few details so that it will be easy to cut out.

Use strong colors to snap out "3 Keys" and "Use Them". If cut-out letters are used, glue them on blocks so they will stick out an inch or two from the background. Keys might be painted bronze, gold, or silver to represent metal. Don't forget to paint in the shadows.

Animation could be a flasher light in back of "AAA".



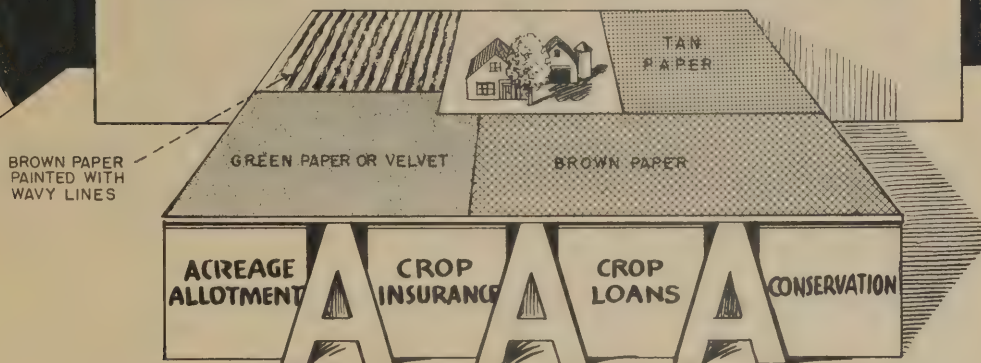
BUILD YOUR FARM ON A
SOUND FOUNDATION

The farm can be arranged to fit local conditions. It's easy to make; just green and brown paper with a few wavy lines to indicate crops, a couple of boxes cut out to represent the house and barn, a tin can for the silo, and a sponge cut out to represent the tree. The foundation part can be made of blocks or cardboard boxes.

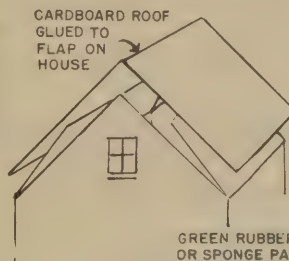
A more elaborate layout can be made by showing such conservation practices as strip cropping, terraces, tree planting, lime, etc. Just use curved lines instead of straight, white paint or chalk for lime, etc. A still more elaborate affect can be obtained by slightly curving the flat surface of the farm, cutting it into the form of a semi-circle, and bending an upright piece of cardboard around the back after painting in the sky. Put the whole thing in a box with lights.

As for animation, a flasher light might be put behind the main head, back of various fields, behind the "AAA", or in back of the foundation. If this is done, thin paper will have to be used in front of the flashers. A still more complicated job would be required to light the various surfaces in succession.

Build YOUR FARM on a SOUND FOUNDATION



USE SIMILAR STRUCTURE FOR BARN

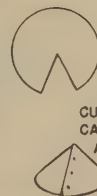


CARDBOARD ROOF GLUED TO FLAP ON HOUSE



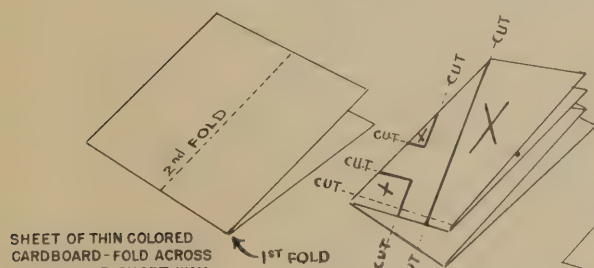
GREEN RUBBER SPONGE OR SPONGE PAINTED GREEN WITH SMALL STICK FOR TRUNK

TIN CAN COVERED WITH COLORED PAPER



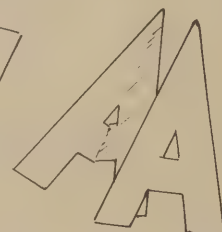
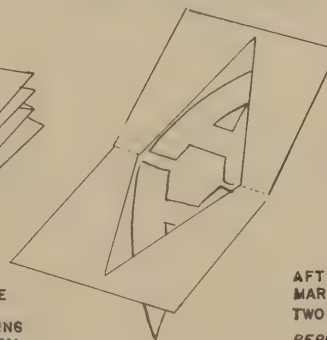
CUT FROM CARDBOARD AND JOIN EDGES

TO MAKE SYMETRICAL LETTER A FOR AAA



SHEET OF THIN COLORED CARDBOARD - FOLD ACROSS CENTER THE SHORT WAY

FOLD AGAIN ACROSS CENTER THE LONG WAY - MARK ONE HALF OF LETTER A AS INDICATED KEEPING CROSS BAR PARALLEL TO BOTTOM EDGE OF PAPER.



AFTER CUTTING OUT PORTIONS MARKED X IN FIGURE 2 YOU HAVE TWO SYMETRICAL AS

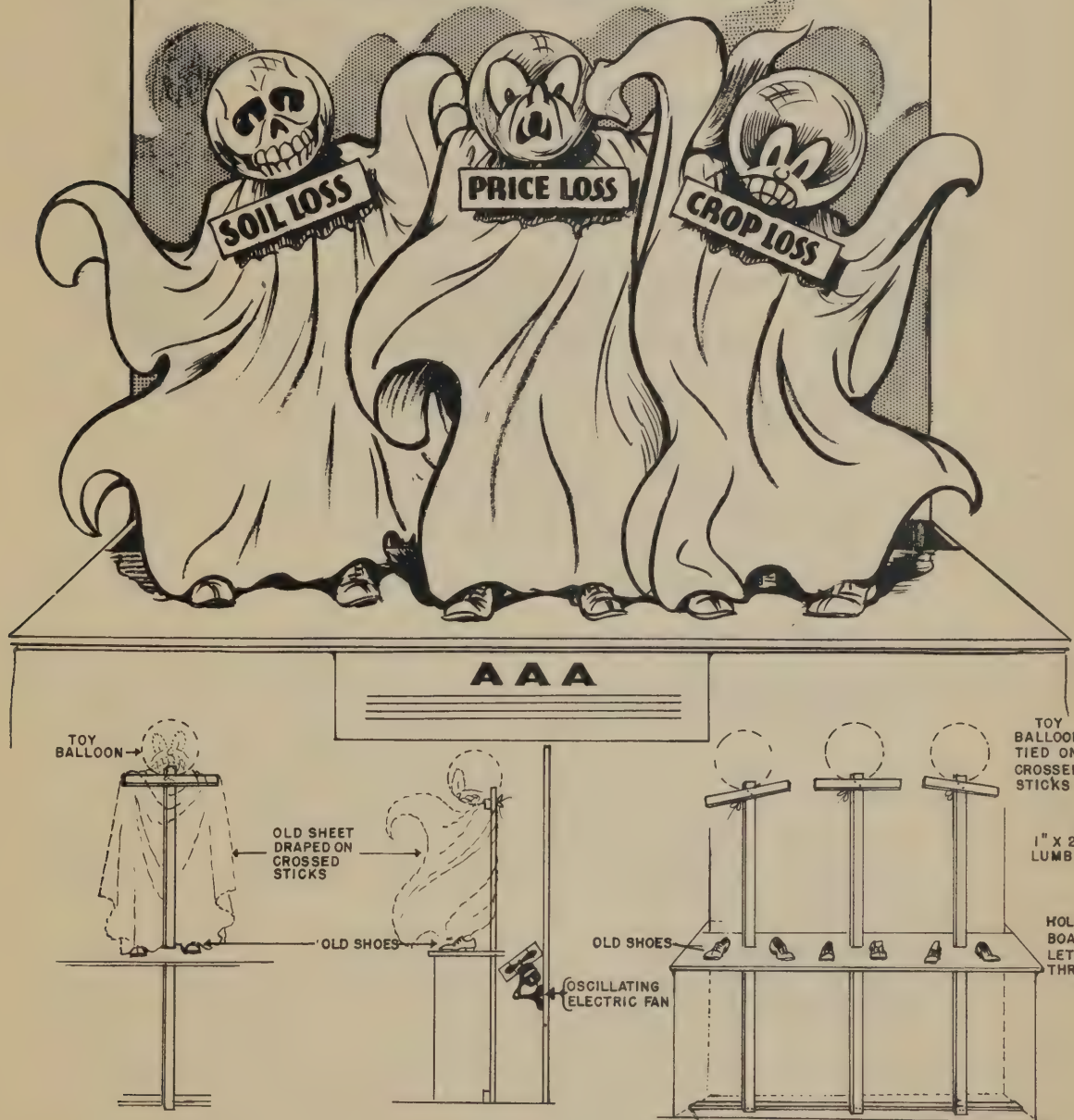
REPEAT PROCESS TO GET REQUIRED NUMBER

THESE GHOSTS DON'T HAUNT

AAA COOPERATORS

A more elaborate effect could be obtained by padding the cross pieces, attaching wires or wooden pieces to serve as arms, hands might be made out of stuffed gloves. Balloons can be painted very simply with two discs for eyes, a single line for the mouth. Colored cardboard or painted composition board might be used for the background. If a good spot-light is available it would help snap up the exhibit. If spot-light is not available, properly placed 100 watt bulbs and reflectors will help a lot. The signs on the ghosts can, of course, be changed to fit local situations.

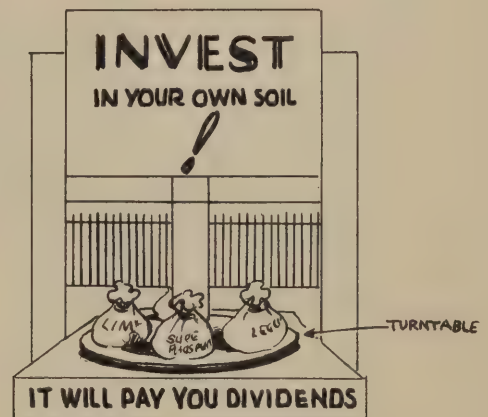
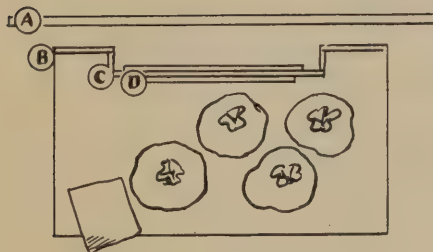
These Ghosts don't haunt **AAA COOPERATORS**



IT'S THRIFTY TO BANK SOME OF
YOUR FERTILITY

Make the background panels out of colored cardboard, composition board, or plywood. The grill can be made with half rounds, or narrow strips of plywood or cardboard finished with aluminum paint. Money bags might be 5 lb. sugar or salt bags. Fill with anything handy, pebbles, sand, etc.

Animation is suggested in the lower sketch "Invest In Your Own Soil." Sink the turntable flush with the counter. Flasher lights might be used behind the main title and grill.

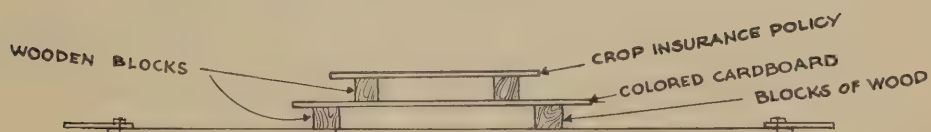


INSURE YOUR YIELDS

Colored cardboard or corrugated cardboard might be used for the background. Use another color for the card under the crop insurance policy. As indicated in the sketch, glue the policy and the card on different blocks to make them stick out from the background.

Salt or sugar bags might be used for the wheat. Sprinkle a little wheat around the outsides of the bags.

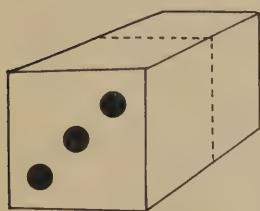
Animation might be flasher light in back of the main title. Another way would be to borrow a turntable from one of the local stores, paste insurance policies around the edge of the revolving top so that they stand up. In the center of the circular wall thus formed put a large bag stuffed with most anything, over the bag fasten a sign "With Federal Crop Insurance." The turntable should be mounted on a box in front of the background. Cover the box and the turntable with colored paper.



WHY GAMELE WITH YOUR WHEAT?

Make the background of cardboard.
To tilt the dice, glue small blocks to
them and nail to the platform.

Animation might be obtained by
cutting holes in the dice for the spots,
pasting grey tissue paper over them, and
sticking a flasher light inside each dice.



CUT SUITABLE SIZED CARD BOARD BOXES TO MAKE AS NEARLY CUBIC DICE AS POSSIBLE

TOP AND BOTTOM CAN BE CUT AWAY AT DOTTED LINES AND SIDES FOLDED BACK AND PASTED TO FORM BACK

DRAW SPOTS WITH COMPASS OR DRAW AROUND A HALF DOLLAR WITH A PENCIL-PAINT SPOTS BLACK.

HAIL USE BROKEN WHEAT STALKS AND MOTH BALLS

INSECTS IF NOT AVAILABLE LOCALLY, GET DRIED INSECTS FROM EXTENSION SERVICE

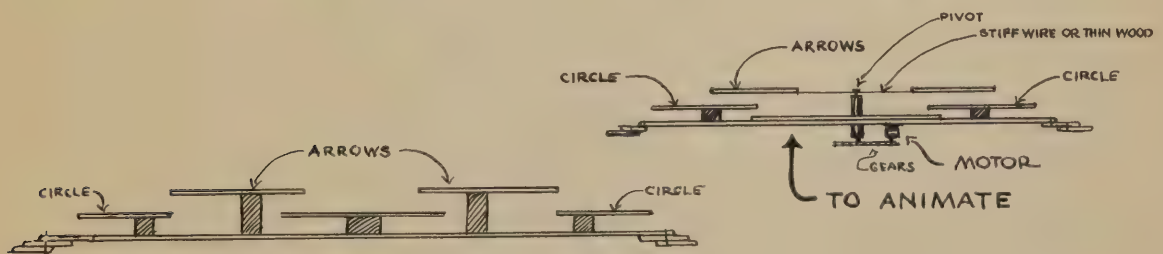
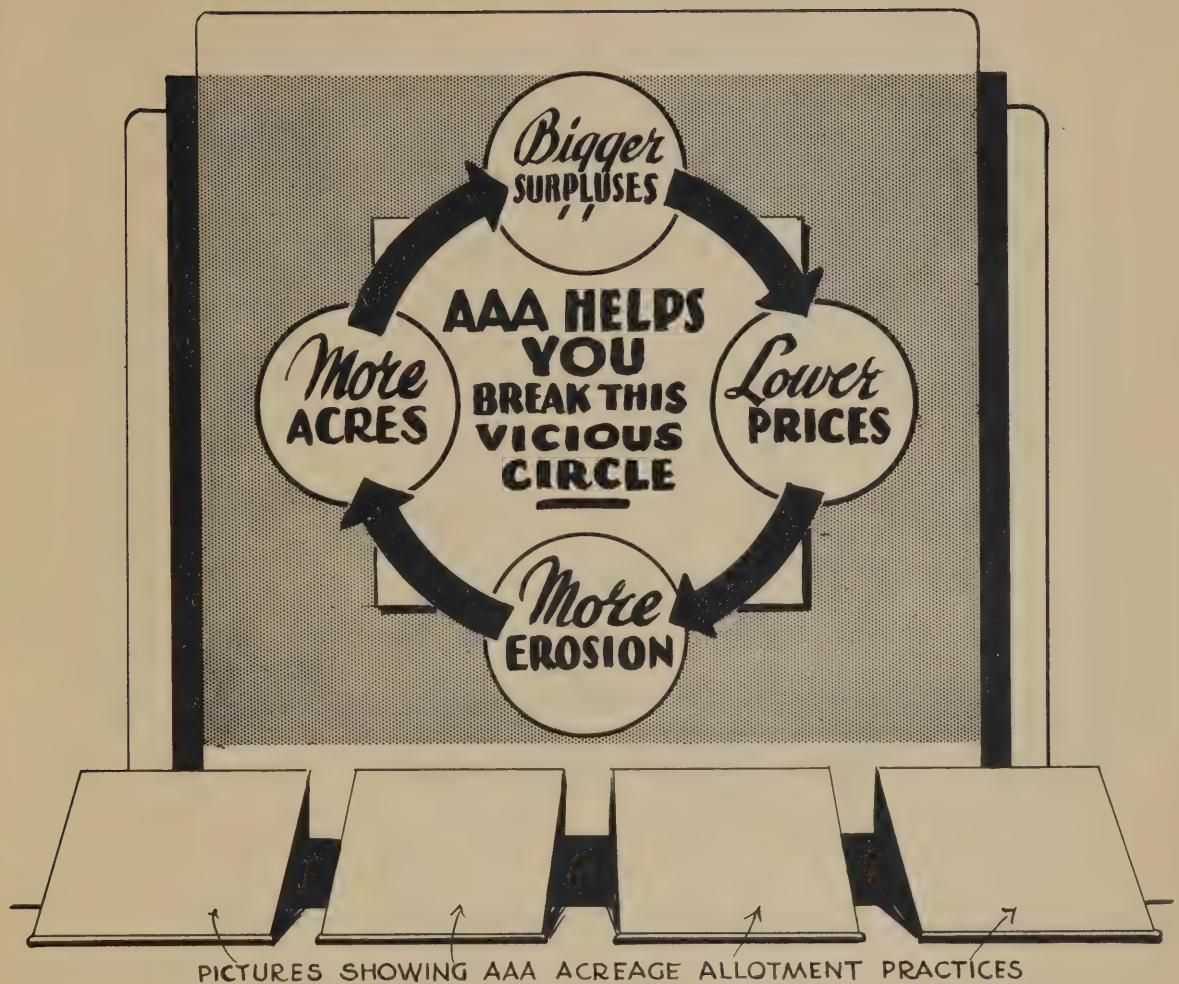
DROUGHT DRIED-UP STALKS AND HEADS

FIRE PARTLY BURN SOME WHEAT ON STALKS-SAVE ASHES AND CHARRED PIECES

AAA HELPS YOU BREAK THIS
VICIOUS CYCLE

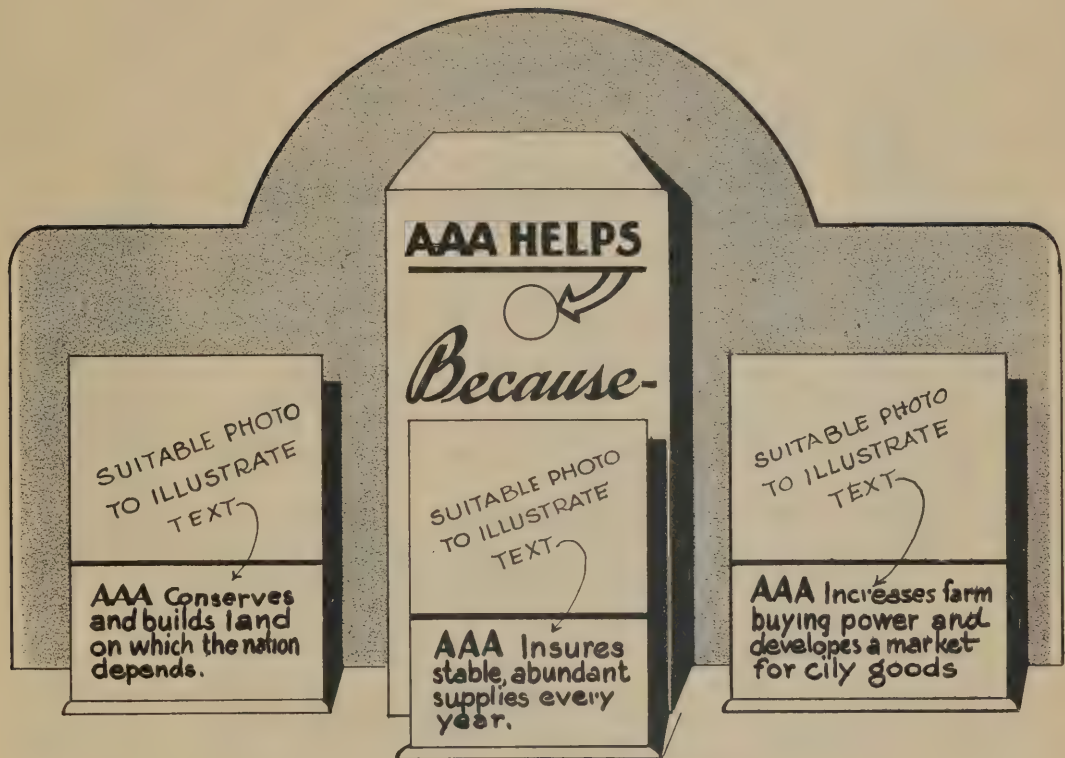
The discs can be made of brightly colored cardboard glued on wooden blocks which are fastened to the background.

To animate: Use two arrows instead of four, tie them together with a stiff wire or thin piece of wood, and turned slowly at center with a reduction gear motor mounted behind panel. See animation sketch. A simpler, but less effective way, would be to use a flasher light in back of the main title "AAA Helps You Break This Cycle."



AAA HELPS YOU

Use a wooden or corrugated cardboard box for the center feature. Cover the box with colored paper and cut a hole about 4 inches in diameter in the box and paper. The hole should be at eye level, which is 5'2" for the average person. Place a box on the floor to give the kids a chance.



PEEP HOLE

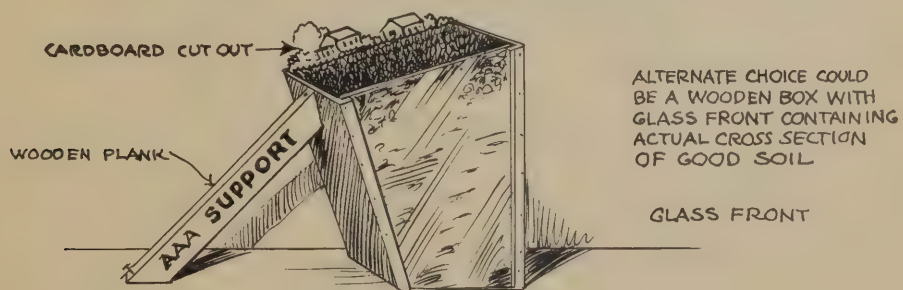


MIRROR OPPOSITE HOLE TO REFLECT FACE OF PERSON PEEPING IN. WORD "YOU" IN LARGE LETTERS ABOVE MIRROR.

HOLD THAT SOIL

The farm including the tree, house, and barn is a cardboard cutout with pieces of wood glued on the long edges. "AAA Support" might be made of wood. A more elaborate job could be obtained by making the farm in three dimensions as indicated in the exhibit "Build Your Farm on a Sound Foundation."

The base of the exhibit might be a box covered with colored paper. Animation might consist of a flasher light behind the cutout.



CORN LOANS SUPPORT PRICE

The "Fair Price" figure is made of colored cardboard cut as indicated in the sketch. Make the legs out of ears of corn and fasten to the cutout with small brads. Glue the cutout to a block on the background.

To support the figure, use a board covered with paper. The board should be glued or nailed to the background and rest on the cribs. The cribs can be made from tin cans, preserve jars, or round cereal cartons covered with ever-normal granary seals.

Animation might consist of a flasher light in back of "Fair Price."

The same idea can be used for wheat or cotton by following the sketch on the opposite page.

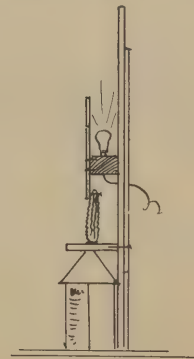
CORN LOANS SUPPORT PRICE



COTTON



WHEAT



SIDE VIEW

SLOW TO FORM - QUICK TO GO

Mount the large toy trucks on blocks of wood or cardboard boxes covered with colored paper. Make the background and other parts of the structure out of cardboard or wall-board.

Flasher lights can be placed behind the trucks or the phrase "Quick to Go."

SLOW TO FORM

*Quick
to go!*

Annual soil lost PER ACRE

ooo tons

oo tons

o tons



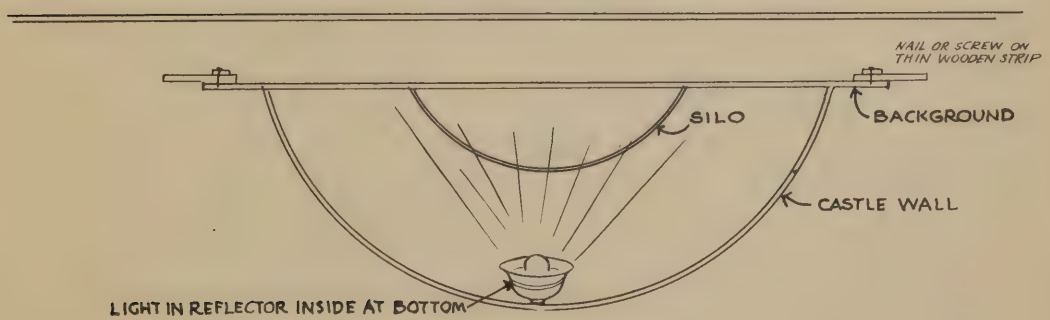
AAA HELPS YOU SAVE SOIL

FOR PRICE PROTECTION

The background might be made of colored cardboard, the corn crib out of a tin can or a round cereal carton covered with paper. If another type of crib is wanted, make one out of a cardboard box as suggested for the house or barn in the exhibit "Build Your Farm on a Sound Foundation." The wall in front of the crib can be made of cardboard. Paste ever-normal granary seals on the wall.

Animation can be obtained by putting a reflector and flasher light in back of the wall and in front of the crib. Another way would be to letter "Corn-Loans" on both sides of crib and put the crib on top of a turntable which might be borrowed from one of the local stores.

The same idea can be used for wheat loans. Miniature cotton bales might be used for an exhibit on cotton loans.



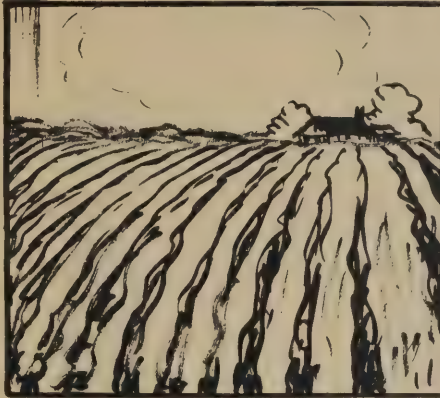
HOW TO KILL AN ACRE, ETC.

The sets might be made of wooden or corrugated cardboard boxes.

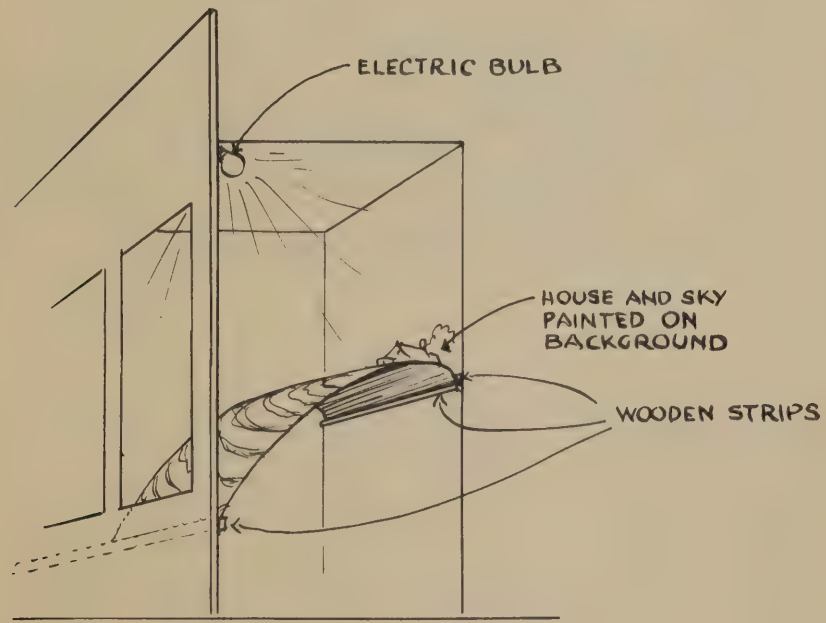
Art work is very simple, just a few wavy green lines on brown paper or cardboard.

In the left set, lines should be up and down the slope. In the right set, lines should follow the contour. A 60 watt bulb concealed in the top of each set will help attract attention and result in a better job.

HOW TO KILL *an* ACRE



HOW TO SAVE *an* ACRE



BIRD'S EYE-VIEW OF DANE COUNTY FARMING

Use colored cardboard or plywood for the front panel and the background.

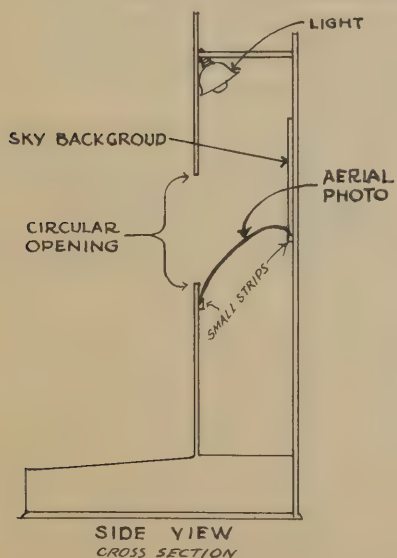
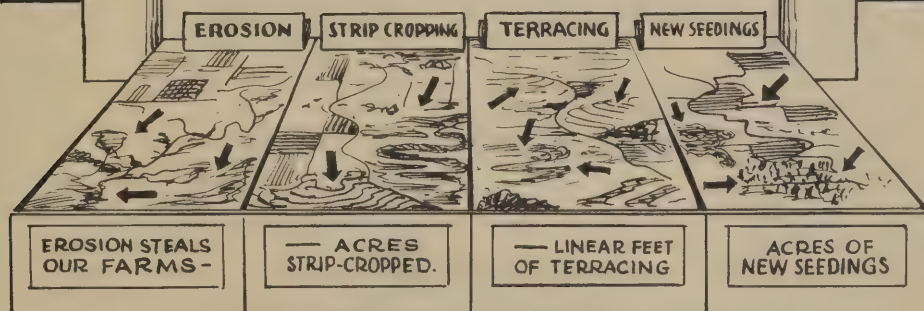
The set might be built in a box with the aerial photograph slightly curved as shown in the sketch. Use light blue or blue-grey cardboard or paper for the sky. Better still, if it can be done locally, paint in a sky. Hang a very small toy airplane on a thread the same color as the sky.

In the foreground could be enlargements of various parts of the photograph used in the set. Red arrows might be painted on or cut out of red paper and pasted on to indicate location of erosion and practices.

BIRD'S EYE VIEW OF DANE COUNTY FARMING



THIS AERIAL PHOTOGRAPH
SHOWS AAA PRACTICES



CIRCULAR OPENING IS CUT IN CENTER
OF FRONT PANEL - AERIAL PHOTO
MOUNTED EITHER AS IN SKETCH AT
LEFT OR DIRECTLY ON BACK PANEL

A MAGICIAN

Use colored cardboard for the background. Support the hat on a box covered with colored paper or a cylinder made out of corrugated cardboard. The toy rabbit might be bought locally.

For the soil sample use a chunk of worn-out soil and put in the right size box after knocking out a side. If this is impossible, just fill a box with bad soil.

Animation might be obtained through a flasher light in back of the word "Magician" or, with some thought, the rabbit might be animated to pop up and down.

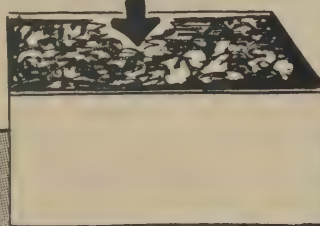
A MAGICIAN

COULD POSSIBLY PULL
A RABBIT OUT OF AN
EMPTY HAT—

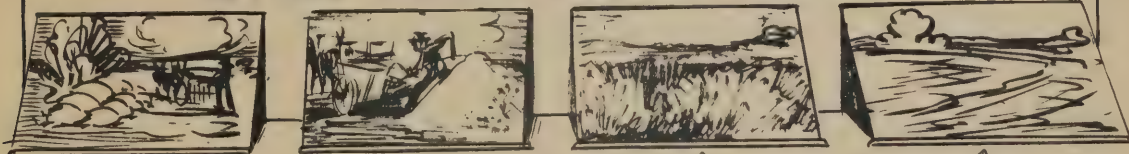


But

EVEN A MAGICIAN
COULDN'T GET ANY-
THING TO GROW
in **THIS
WORN OUT
SOIL**



REBUILD YOUR SOIL WITH AAA PRACTICES



PHOTOGRAPHS OF AAA SOIL BUILDING PRACTICES

SAVE THE CREAM

The background might be made of cardboard, wallboard, or plywood. The support for the milk bottle might be a box covered with colored paper.

The soil can be put in a box with one side knocked out and covered on the side with glass.

Animation might consist of a concealed flasher light directly in front of the milk bottle, or behind the arrows.

SAVE *the* CREAM



Milk WITHOUT
CREAM IS WORTH
LITTLE

Land WITHOUT
TOP SOIL,
IS WORTH EVEN
LESS



CONSERVE SOIL WITH—

PHOTOGRAPHS OF SOIL CONSERVING PRACTICES

WHAT'S HIS FUTURE ON LAND LIKE THIS?

Mount the pictures on Celotex or a grey cardboard that has some texture. Run a band of paint or colored paper around the photographs to snap them out a little.

Use large pictures, about 30" x 40".

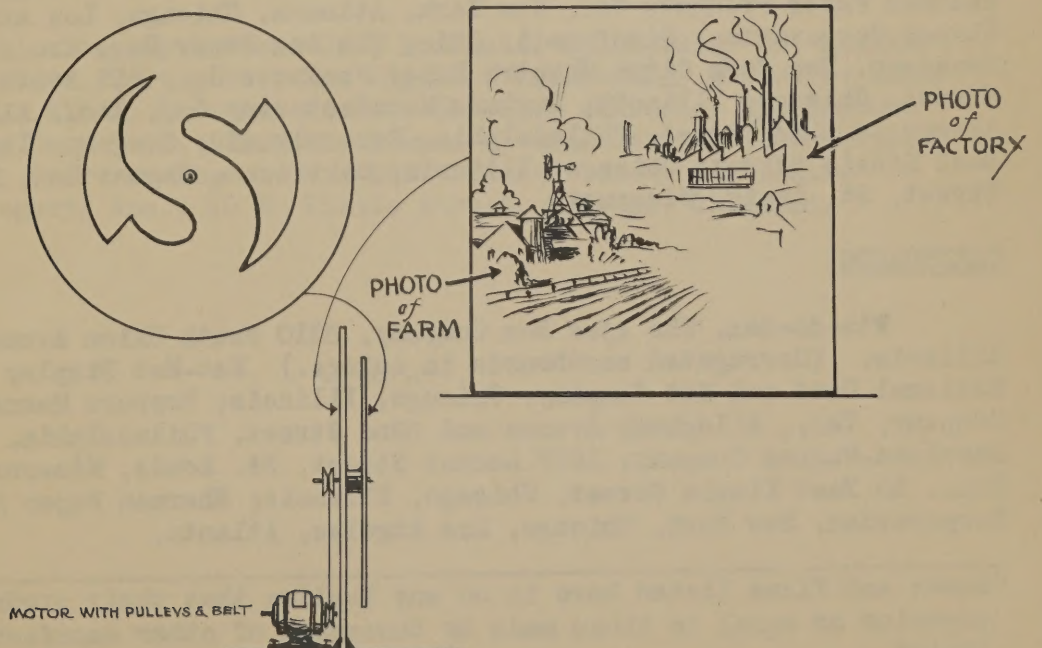


WHAT'S HIS FUTURE *OK* LAND LIKE THIS?

FARM AND FACTORY PROSPER TOGETHER

If the animation is not used, it would be best to letter the phrases "Factory Workers" and "Manufacturers" so that they will read from left to right, instead of from right to left, and be easier to read. Stage money, if obtainable, could be used for the bills.

The animation should revolve rather slowly so that the lettering will be easy to read. As for materials, use heavy cardboard or plywood, colored. Animation might also be obtained by tracing scene on thin bond paper and putting a flasher light behind.



SOME SOURCES FOR EXHIBIT MATERIALS.*

The availability of materials for your exhibits largely depends on the size of the town in which you will have to make your purchases. Ordinarily in a town of any size, the display managers of the local department stores and other large local stores should be able to tell you where to obtain most of the stuff you will need. Other local sources would be ten cent stores, art supply stores, stationary stores, lumber yards, contractors, and hardware and paint stores.

If you are unable to get materials from local sources, the following incomplete list should prove helpful. In most cases the name of the manufacturers is listed, not the distributor.

COMPOSITION BOARD

Masonite -- Masonite Corporation, 111 W. Washington Street, Chicago, Illinois; Beaver Board -- Certain-Teed Products Corporation, 100 East 42nd Street, New York City (Comes in curves and colors and with accessories for fastening panels together); Celotex -- Celotex Brand Insulating Cane Board, General Office, 919 N. Michigan Blvd, Chicago, Illinois; Rediprep -- The Upson Company, Lockport, New York (Comes in colors); Carstenite -- Carstinite Sales, 228 N. LaSalle Street, Chicago, Illinois, (Thin wood veneer on masonite); Marlite -- Marsh Wall Products, Inc., Dover, Ohio. (Comes with baked on enamel effect and with wood veneers); Plywood -- United States Plywood Corporation, 616 West 46th Street, New York City.

DISPLAY PAPER

Bliss Display Corporation, 460 W. 34th Street, New York City; Sherman Paper Products Co., New York, Atlanta, Chicago, Los Angeles; Clopay Corporation, Cincinnati, Ohio; The Ace Paper Co., Inc., 426 West Broadway, New York City; Chaptro Paper Products Co., 515 South Wells Street, Chicago, Illinois; Reyburn Manufacturing Co., Inc., Allegheny Avenue at 32nd Street, Philadelphia, Pennsylvania; Gregory, Inc., 10 East Kinzie Street, Chicago, Illinois; Garrison - Wagner Co., 1627 Locust Street, St. Louis, Missouri.

CARDBOARDS

Win-do-dex, The Ajax Box Company, 2210 South Union Avenue, Chicago, Illinois. (Corrugated cardboards in colors.) Nat-Mat Display Cardboards, National Card and Mat Company, Chicago, Illinois; Reyburn Manufacturing Company, Inc., Allegheny Avenue and 32nd Street, Philadelphia, Pennsylvania; Garrison-Wagner Company, 1627 Locust Street, St. Louis, Missouri; Gregory, Inc., 10 East Kinzie Street, Chicago, Illinois; Sherman Paper Products Corporation, New York, Chicago, Los Angeles, Atlanta.

*Names and firms listed here in no way implies that their products are superior or equal to those made by thousands of other manufacturers not listed.

PLASTICS

For information on the great variety of plastics such as plexi-glass, lucite, trans-o-lite, lumarith, texturite, etc., write Division of Information, Agricultural Adjustment Administration, Washington, D. C., or Display World, Display Publishing Company, 1209 Sycamore Street, Cincinnati, Ohio.

MOTION

Turntables and other types of motion - Motion Displays, Inc., 29 Ryerson Street, Brooklyn, New York; Stevenson Engineering Company, La Porte, Indiana; Gregory Motors, 59 East 34th Street, New York City; Speedway Manufacturing Company, 1834 South 52nd Avenue, Cicero, Illinois; Merkle-Korff Gear Company, 213 North Morgan Street, Chicago, Illinois; Art Rotoscope Sales Company, Inc., 226 Fifth Avenue, New York City; Novelty Manufacturing Company, 1265 Broadway, New York City.

SISAL, GRASS AND STRAW MATS

Ankerum Manufacturing Company, Philadelphia, Pennsylvania; Eaton Brothers Corporation, Hamburg, New York City.

MOULDINGS (metallic and other)

Marsh-Wall Products, Inc., Dover, Ohio; Ames Metal Mouldings Co., Inc., 225-229 East 144th Street, New York City; Whitehead Metal Products Co., Inc., 721-729 Arch Street, Philadelphia, Pennsylvania.

CUTOUT LETTERS

Mitten's Display Letters Co., Redlands, California; The Redikut Letter Co., 524 S. Spring St., Los Angeles, California; Strickler Manufacturing Co., 815 N. Larrabee Street, Chicago, Illinois; The Reyburn Manufacturing Co., Inc., Allegheny Avenue at 32nd Street, Philadelphia, Pennsylvania; Garrison-Wagner Co., 1627 Locust Street, St. Louis, Missouri; Gregory, Inc., 10 E. Kinzie Street, Chicago, Illinois.

